

Safety Culture:

Sustaining the Strategy

A Good Safety Program

- Behavioral based elements
 - Backgrounds
 - Experiences
- Modification of behavior
 - Enhance safety and welfare
- Challenged to strengthen the culture

Safety Culture

- Shaping
 - Positive consequence
 - Target desired behavior
 - Reward improvement
- Rewardable behavior
- Positive and productive behavior

Safety Culture

- Selling
 - How we feel about the process
 - Sell to ourselves and others
 - Behavior-change technique
- Embrace our product
 - Sell to others and they sell to others

Safety Culture

- “DO IT” Theory (Studying)
 - Define one or more behavior(s)
 - Intervene to improve
 - Evaluate observations
- Observing, reading, listening, and acting upon peoples’ issues

Evaluation

- Effect on organization
- Procedures conducive to safer environment
- Better ways
- Organization prepared
- Measure progress
- Capture answers

The Barriers

- Invoked change
 - Lack of enthusiasm
 - Minimal coordination
 - Reductions in manpower
 - Insufficient funding
 - Limited educational programs
 - Inadequate support
 - Miscommunications
- “People do not resist change – they resist being changed.”

Opportunity and Risk

- Safety culture – the way of life
- Safety in mind
- Risk assessments done
- Hazards identified
- Everyone shares in practice
- Risk management integrated
- Committed manager-employee-community relationship

Opportunity and Risk

- Safety ignored
 - Accidents occur
 - Accidents cost money
- Losses include
 - Productivity
 - Medical costs
 - Increase insurance rates
 - Lost or broken equipment
- What is the cost of injury or death?

The Stakeholders

- Accountable for
 - Our safety
 - Other's safety
- Experts in safety
- Everyone must share responsibility

Our Needs

- Maslow's Theory of Hierarchy
 - Physiological
 - Safety and security
 - Love, affection, belonging
 - Esteem
 - Self-actualization

Safety-Minded

- Assess and control hazards
- Appraise and expand training
- Communicate with public
- Develop rules / policies and then enforce
- Evaluate programs
- Inspect community
- Review incidents / accidents
- Motivate

Values

- Safety
- Trust
- Honesty
- Integrity
- Loyalty
- Openness
- Peace
- Respect
- Ethics
- Dedication
- Self-sacrifice
- Reliability
- Responsibility
- Professionalism
- Communications
- Consideration
- Commitment
- Determination

Values

- Our values versus their values
- How do we affect them?
- Everybody different

The Process

- Involves
 - Programs
 - Policies
 - Procedures
 - People
- Commander number one player
 - Visit regularly
 - Get to know his strategy

The Process

- People need to know there is a program
- Advertise
 - Newspapers
 - Periodicals
 - Audi/visual media
 - Websites
 - Newsletters
 - Bulletin boards
 - Others

Developing the Process

- Safety Code of Ethics
- Safety is “the core value”
- Copies to subordinate elements
- Posted in conspicuous place for all to see

Keeping in Focus

- Required to augment array of publications
- Not all situations covered
- Supplement documents
- Flexibility essential as changes occur
- Keep accurate records
- Eliminate non-performing programs
- Safety councils and meetings

Tips for Success

- Get connected
- Know who you are dealing with
- Advocate respect for authority
- Expect people to adhere to rules
- Walk the walk, talk the talk
- Reward excellence
- Teach right the first time
- Talk, listen, and listen again
- Take action - don't wait
- Care, and teach others to care

Sustain the Strategy

- Often we don't know or have the tools
- Get everyone involved
- Listen and take action
- Ensure managers are committed and supportive
- Hold persons accountable
- Make safety part of all processes